

President's Briefing

December 12, 2007



Chicago Transit Authority

Chicago Civic Alliance Facilitates Pro-Bono Services for CTA



Chicago Transit Authority

Civic Consulting Alliance & Private Partners

- **CTA received at least a firm a month donating pro bono services**
 - **Some firms have donated more than one team**
- **2007 contributions are in excess of \$2 million**

Communication Improvement Strategies



Chicago Transit Authority



Communication Strategy

- **IDEO helped provide guidance on how to supply clear, straightforward information to customers**
 - **Examined how we communicate with our customers**
- **Identified best practices from other leading transit agencies**
 - **London Underground**
 - **New York City Transit**
 - **Paris Metro**
 - **Washington DC Metro**

Focused on train, bus and station signage

- **Redefine current signage**
 - **Previously heavily text-based**
 - **Going to color-coded, simpler**
 - **Focus on clear information on:**
 - **Exactly what is happening,**
 - **How customers' travel is affected**
 - **Why changes are occurring**
- **Heavy use of mobile signage**
 - **Clear information for customers before they enter our stations**

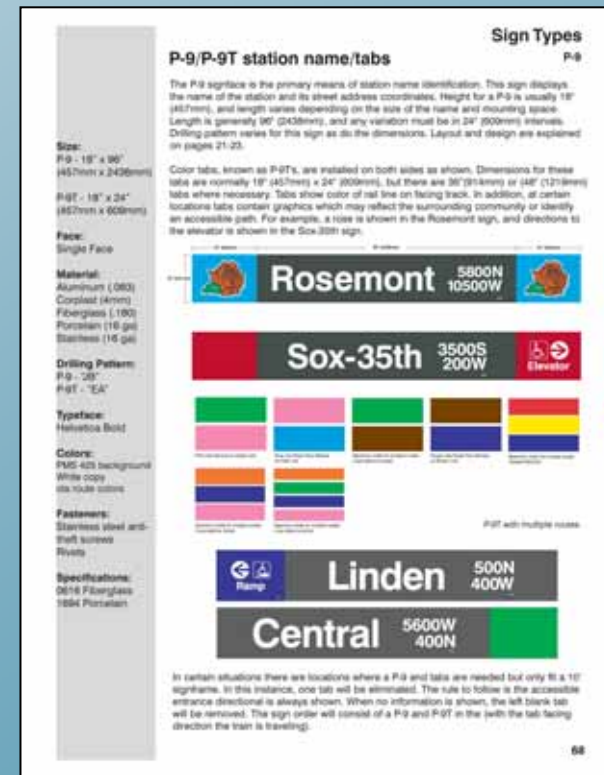
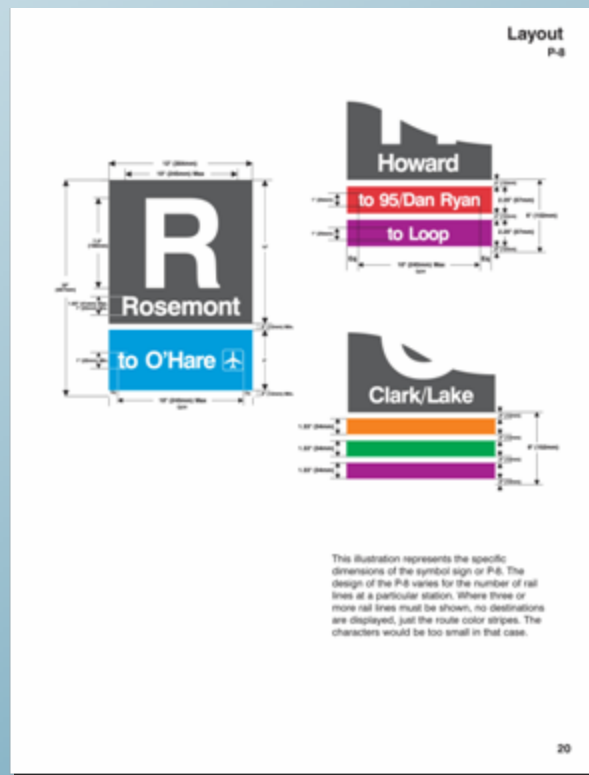


Focus on Information

- **Pilot mobile whiteboard for real time messaging about changes in service**
 - What happened
 - What alternatives are available to customers
- **Pilot Locations**
 - Jefferson Park (Blue Line)
 - Belmont (Red/Brown/Purple)
 - 95th Street (Red Line)

Focus on Permanent Signage

- Generations of signs with different designs
 - 40% of stations have outdated signage
- Finalizing Design Standard Manual to create consistent design for all signage



Focus on Permanent Signage

Old

Fullerton 2400N
1000W

New

Fullerton 2400N
1000W

W

Wellington



Northbound
to Kimball

Connects at Belmont for
Howard, Evanston, Skokie

A Station

Old

W

Wellington

to Kimball

to Linden

New




150 New Hybrid Articulated Buses



Chicago Transit Authority

Leasing 150 New Hybrid Articulated Buses

- CTA will assume existing Seattle option (\$120 Million)

	Annual Bus Total	Annual Per Bus Cost
Cost to Lease	\$13,200,000	\$ 88,000
Fuel Savings	- \$ 913,000	- \$ 6,100
Labor Savings	- \$ 2,100,000	- \$ 14,000
Maintenance Savings	- \$ 3,900,000	- \$ 26,000
Total Savings	- \$ 6,900,000	- \$ 46,100

Savings Off-Set

52.3%

- 150 will replace 200 oldest buses (-2.3% decrease in fleet with same revenue)
- Better customer experience

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